



# City of Waupun

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*"Wild Goose Center of Wisconsin"*

Community Development Authority  
June 20, 2017 Meeting Minutes  
**Approved 7/18/17**

1. 8:00 A.M. Opening Items

1.1 Call to order at 8:00 A.M.

1.2 John Karsten, Jill Vanderkin, Nancy Vanderkin, Mayor Julie Nickel, Sue VandeBerg, Cassandra VerHage

Derek Drews is excused

Administration Present: City Administrator/Director of Economic Development Kathy Schlieve, City Attorney Dan VandeZande, Administrative Assistant/Accountant Michelle

Audience Present: Teresa Ruch and Jan White of Jan's Optical, Jim Pattee of Thirsty Marlins

2. Consider approval of the following agenda items

2.1 Minutes for May 9, 2017

Action: Motion N. Vanderkin second by VandeBerg to approve the minutes. Motion carried unanimously.

2.2 Financial Reports

Action: Motion J. Vanderkin second by VandeBerg to approve the financial reports. Motion carried unanimously.

3. Discussion Items

3.1 Outstanding Grant Applications - Schlieve reviewed outstanding grant applications. Mr. Awve sold 2 buildings in Fond du Lac, we should see progress on the corner restaurant property. Will continue to be in contact, deadline is 8/1/17. There has been movement on the other outstanding applications.

3.2 Grant Presentation

3.2.1 Jan's Optical – Teresa Ruch and Jan White presented the application. The project includes sign replacement, tuck-pointing and caulking windows at an estimated cost of \$4,685.53. The new sign will have the business's new name Rock River Eyewear. BID approved a \$2,000 grant and \$2,685.53 remains for CDA consideration.

3.2.2 Thirsty Marlins – Jim Pattee presented the application. The project includes re-roofing the overhang, updating the A/C unit, updating behind the bar, new carpet, new bar stool, and outside water installation at an estimated cost of \$19,619. BID approved a \$600 grant contingent on the Downtown Design Guidelines.

3.2.3 C.VerHage Photo – Cassandra VerHage presented the application. The project includes re-roofing the back roof and re-paving the back parking lot at an estimated cost

of \$8,770. \$4,385 in grant funding is requested and the application did not go before the BID Board.

3.3 Update CDA Project Plan – Schlieve informed members of the upcoming annual Joint Review Board meeting to review TIF plans, which are our funding mechanisms. TID 3 is blighted, with 27 years of life on the TID. In 2027, TIF 3 will expire. Putting together a plan for the next 10 years. Discussion on potential projects.

3.4 Update Grant Guidelines – Schlieve reported the only change was to drawback the grant max to \$5,000 from \$20,000 originally discussed. Discussion on maintenance needs. Survey underway of other communities' grant programs.

3.5 Beautification Committee Formation – Schlieve informed that the Connect Communities program addresses design, which takes planning. Discussion on the idea of bringing back the Beautification Committee. Discussion on donation opportunities. Branding will be done in August. Members are in favor of forming a Beautification Committee. Potential members will be discussed at a future meeting.

3.6 Administrator Report – Schlieve reported:

1. FCEDC has been incorporated in Envision Greater Fond du Lac, Schlieve is a board member
2. Wisconsin Historical Society will do presentation at July meeting
3. A second Downtown Dream meeting was held and a follow up meeting will take place in fall
4. The annual Connect Communities application has been completed. The program has four pillars – Organization, Communication, Economic Vitality, Design. We were awarded an entrepreneurial grant through FCEDC. A free mini-workshop will take place at the Library on 8/9, then introducing Kickstart – a series of short workshops to put together business plans.
5. Downtown Promotions group brought farmer's market back downtown, and is planning Halloween on main, talk of a wine walk.
6. Fond du Lac Convention and Visitors Bureau took a tour of assets
7. Branding is just about done and will require an investment
8. Using feedback on the Chamber to move forward
9. Heritage Ridge breaking ground soon

4. Consider approval of the following action items

4.1 Grant Applications

4.1.1 Jan's Optical

Action: Motion Karsten, second by VerHage to approve 50% of non BID-funded expenses (totaling \$2,685.53) estimated at \$1,342.77 for completion of the project. All members vote aye on roll call.

4.1.2 Thirsty Marlins – Members review eligible and non-eligible expenses. Moveable items considered non-eligible.

Action: Motion N. Vanderkin, second by VerHage to approve 50% of CDA-eligible expenses (totaling \$9,982.92) estimated at \$4,991.46 for completion of the project. On roll call members J. Vanderkin, N. Vanderkin, Mayor Nickel, VandeBerg and VerHage vote aye. Karsten votes nay.

4.1.3 C.VerHage Photo (taken out of order, see page 3)

4.2 Grant Guidelines – Discussion on landscaping.

Action: Motion Karsten, second by VandeBerg to approve the Downtown Revitalization Grant guidelines. Motion carried unanimously.

5. Advanced Planning

5.1 Possible future agenda items – Wisconsin Historical Society Presentation, Beautification Committee

5.2 Set next meeting date – July 18, 2017, 8:00 A.M.

VerHage leaves meeting at 9:15am.

4.1.3 (taken out of order) C.VerHage Photo – Discussion on paving portion of project.

Action: Motion Karsten, second by Nancy to approve 50% of roof-related expenses (totaling \$4,970), estimated at \$2,485 for completion of the project. All members vote aye on roll call.

6. Adjournment

Action: Motion N. Vanderkin second by VandeBerg to call the meeting adjourned at 9:18am. Motion carried unanimously.

Michelle Kast

Administrative Assistant/Accountant